

CONSTRAINTS INVOLVED IN MARKETING OF MUSTARD IN MORAR BLOCK OF GWALIOR DISTRICT (M.P.)

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ABSTRACT

India is one of the leading oil seed producing countries in the world. Mustard is the main oilseed crop in India. India is the third largest mustard seed producer in the world. Efficient marketing of mustard plays an important role in the oil-seed economy of the country. But there are so many constraints in the marketing of mustard in our country. The study was undertaken with the objective to identify the problems faced by mustard growers during marketing and suggest the measures for efficient marketing system in Morar block of Gwalior district (Madhya Pradesh). A multistage stratified random sampling technique was adopted to select the block, the cultivators, market and different marketing function involved in mustard marketing in district Gwalior. Morar block of Gwalior district was selected purposively for the present study. Farmers expressed a number of constraints, the study reveals that price fluctuations of mustard were the main problem expressed by 90% of the sample farmers and late payment was least problems faced by farmers at the mandi or selling points which were reported by 20.00 per cent mustard growers which were ranked as the last constraint. The marketing of mustard oil and cake should be improved in the study area or enhance the export of mustard oil after adopting suggestions which were given by the researcher.

KEYWORDS: Mustard, Constraints & Marketing

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INTRODUCTION

India is one of the leading oilseed producing countries in the world. India is the third largest mustard seed producer in the world. Oilseeds form the second largest agricultural commodity after cereals. Mustard is the second important edible oilseed crop after groundnut. It plays an important role in the oil seed economy of the country. In Madhya Pradesh, the crop area of mustard is about 8 lakh ha. A mustard crop is mainly cultivated in Morena, Behind, Gwalior, and Sheopur district. Due to the low cost of cultivation and high economic profit, the area and productivity of mustard are continuously increasing. So there is need for efficient marketing of mustard to get higher prices of farmer's produce (Mustard). Efficient marketing of mustard plays an important role in the oil seed economy of the country. But there are so many constraints in the marketing of mustard like Lack of transportation, Malpractices by traders Lack of credit facilities, late payment etc. these constraints affect the efficiency of marketing of agriculture produce and producer's share in consumer rupee. A large number of middlemen is the

main problem in agriculture marketing system. So that's why the study was undertaken with the objective to identify the problems faced by mustard growers during marketing and suggest the measures for efficient marketing system in Morar block of Gwalior district (Madhya Pradesh).

METHODOLOGY

Morar block of Gwalior district was purposively selected for the study. A multistage stratified random sampling technique was adopted to select the block, the cultivators, market and different marketing function involved in mustard marketing in district Gwalior. Out of 4 blocks, Morar block was selected purposively for the present study. For the working out problem faced by the mustard growers in the two selected markets (krishi upaj mandi lashkar and krishi upaj mandi deenapur), 10 producers from each mandi were selected randomly irrespective of their size group prevailed in the marketing system. The study period pertains to the agricultural year 2011-12. The collected data was analyzed using techniques such as average percentage etc.

RESULTS AND DISCUSSIONS

Mustard marketing in particular, is mainly in the hands of middlemen. The detailed analysis of the main marketing problems faced by the mustard growers in Morar block of Gwalior districts is presented in table 1.

The selected farmers were contacted through an opinion survey for analyzing the constraints in the marketing of mustard. They expressed a number of constraints, which are listed in Table 1. The table reveals that price fluctuations of mustard were the main problem expressed by 90% of the sample farmers. About 85.00 per cent had reported a lack of price information, which was ranked as the second constraint. About 80% of farmers are faced malpractices by traders which were ranked as the third constraint. About 75% of farmers faced by the problem of higher market charges in the study area which was ranked as the fourth constraints. Out of total 90 farmers, 60% farmers faced by High charges of transportation problem which were ranked as the fifth constraint. Lack of transportation was another major constraint faced by 45% of sample farmers which were ranked as the sixth constraint. Lack of credit facilities also include in constraints and 35% farmers were faced which were ranked as the seventh constraint. Lack of market yard, late payment was some of the problems faced by farmers at the mandi or selling points which were reported by 25.00 per cent and 20.00 per cent mustard growers respectively which were ranked as the eighth and ninth constraint.

Suggestions for Marketing Problems

Mustard is the main oilseed crop in our country. Fixing price based on quality is the main suggestion for further improvement in Gwalior mandi. Farmers can avail the facilities to market their produce direct to the agencies like NAFED, Oilseeds Co-operatives etc. to get the better return of produce. Farmers should be got up-to-date market information regularly from Radio, T.V., and bulletins. Proper borrowing facility and market information should also be followed which influence the return of this crop. More modern processing plants should be established around the major producing regions/areas for higher extraction of oil and minimize the processing costs. The quality of mustard oil should be improved to match with the international quality standards to start or enhance the export of mustard oil.

CONCLUSIONS

To conclude the main areas of concern are the restriction of agricultural marketing channel and adoption of modern agricultural marketing (Gwalior Mandi) to ensure better prices to the farmer and availability of agricultural

commodities to the consumers. Suggestions From the study it is clear that the marketing of mustard should be made as efficient as possible if we want to encourage the export of this crop.

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APPENDICES

Table 1: Constraints Involved in Marketing of Mustard

Sr. No.	Constraints Related to Marketing	No. of Sample Farmers Expressed the Problems (N=90)	Percent to Total	Rank
1	Lack of transportation	09	45	VI
2	High charges of transportation	12	60	V
3	Higher market charges	15	75	IV
4	Lack of market yard	05	25	VIII
5	Lack of credit facilities	07	35	VII
6	Late payment	04	20	IX
7	Lack of price information	17	85	II
8	Price fluctuations	18	90	I
9	Malpractices by traders	16	80	III

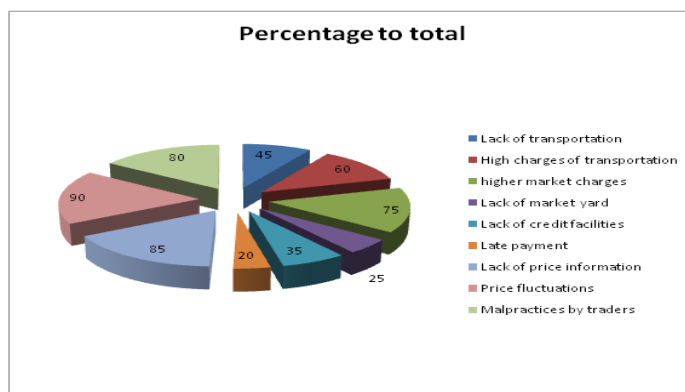


Figure 1: Percentage of Total to Constraints Involved in Marketing of Mustard

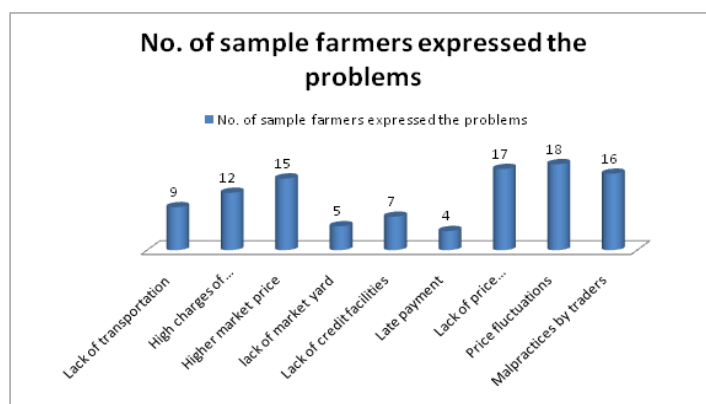


Figure 2: Number of Sample Farmers Expressed the Problem